

## METHODS AND APPARATUS FOR ACCESSING PRESENCE INFORMATION

## ABSTRACT OF THE DISCLOSURE

A presence server provides presence information to content subscribers via  
5 unicast transmission of the presence information. In the case where the presence server  
receives, from a subscriber, a subscription request for presence information having a  
relatively large number of subscribers, the presence server directs the content subscriber  
to a multicast transmission channel. The content subscriber, in turn, accesses the  
presence information via the multicast transmission channel. By directing content  
10 subscribers toward the multicast transmission channel, the presence server conserves  
connection resources associated with the presence system, thereby allowing the presence  
system to distribute presence information with a relatively high level of speed and  
efficiency. Furthermore, by directing content subscribers toward the multicast  
transmission channel, the presence server minimizes the costs associated with adding  
15 new subscribers to the presence system.